



Cy Woods All Sports Program Personal Ad Specifications

Ads need to be submitted in “Ready to Print” format with all black and white lettering. Scanning of 1 photo is included in the ad price. A Collage of pictures counts as one scan, as long as it can be completed with one scan. Pictures should meet Cy Woods Dress Code. Photos can be picked up by your student at the VIPS window once the school year has started. Name & phone number need to be on the back of the photo if you would like it returned.

Ad Size and Cost

Full Page Ad — \$200 — Fits inside a 7.5” wide x 10” high Wildcat Border
Half Page Ad — \$100 — Fits inside a 7.5” wide x 5” high Wildcat Border
Quarter Page Ad — \$50 — Fits inside a 3.75” wide x 5” high Wildcat Border
One Eighth Page Ad — \$25 — Fits inside a 3.75” wide x 2.5” high Wildcat Border

Creating Your Ad:

1. Use one of the following programs to create your ad:

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|--------------------------------------|-------------------------------|
| Adobe Illustrator (ai or eps format) | Corel Draw (cdr or ai format) |
| Freehand (eps format) | Microsoft Word or Publisher |
| Pagemaker 6, 6.5, and 7 | Photoshop (tif format) |
| Quark Express 4 | |
2. When scanning photo, save at 300 dpi and in tif or jpg format
3. Words / Lettering need to be 600 dpi minimum
4. Include Students name in ad
5. PDF format can be accepted at high resolution or print quality settings only.
6. Save Ad to CD in appropriate format and print a paper copy.
7. Write Students name and phone number on CD and paper copy of ad.

If you need assistance creating an ad or have an ad with multiple pictures and designs, you make contact Dave Claros at Siobhan Fine Photography (281-807-5282) or Todd Hopwood (309-648-1623). You may also contact any graphics company (i.e. Nash Printing, etc..). Charges to create an add vary but usually depend on the size of the ad and the number of pictures.

Submitting your Ad: Payment is Due at Time of Order

1. Fill out Athlete Personal Ad Form, select ad size
2. Make checks payable to Cy Woods Athletic Booster Club (CWABC)
3. Insert the CD, paper copy of ad, Ad Form, and Check into a Manila Envelope
4. Address the envelope to:
Cy Woods Athletic Booster Club
All Sports Program
c/o David Jones—Athletic Director
16825 Spring Cypress
Cypress, Texas 77429
5. Mail Envelope using United States Postal Service

Firm Deadline of July 18, 2008 for submittal of adds.
(Ad space is limited)